

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
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June 24, 1997

RJR Account #154180

Mr. J. Derigo

DERIGO SALES

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear John:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as **83** skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>#/ (6M) Cases</u> <u>B1G1F</u>
12300-24091	Box	11
12300-24092	Light Box	11

Product PO # 001 ; Displays PO # 002

Product / Premium Arrival: July 14, 1997

Ship Date to Retail: Week of: July 28, 1997

SKU CUBE: 1.4360

SKU WT (w/o Product): 3.7500 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: \$1,921.42

Non-EFT \$ Amount: \$N/A

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-2-

B2G2F

DERIGO SALES

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$154.00 (5.5 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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New package deal on New Winston.

New
Winston

BUY 2.
GET 2.

No
additives.
True
taste.



- Introducing new no-additive Winston
- Totally redesigned package lets customers know Winston is new inside and out
- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic



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12/7/00/4/65

WHOLESALE PACKING INSTRUCTIONS

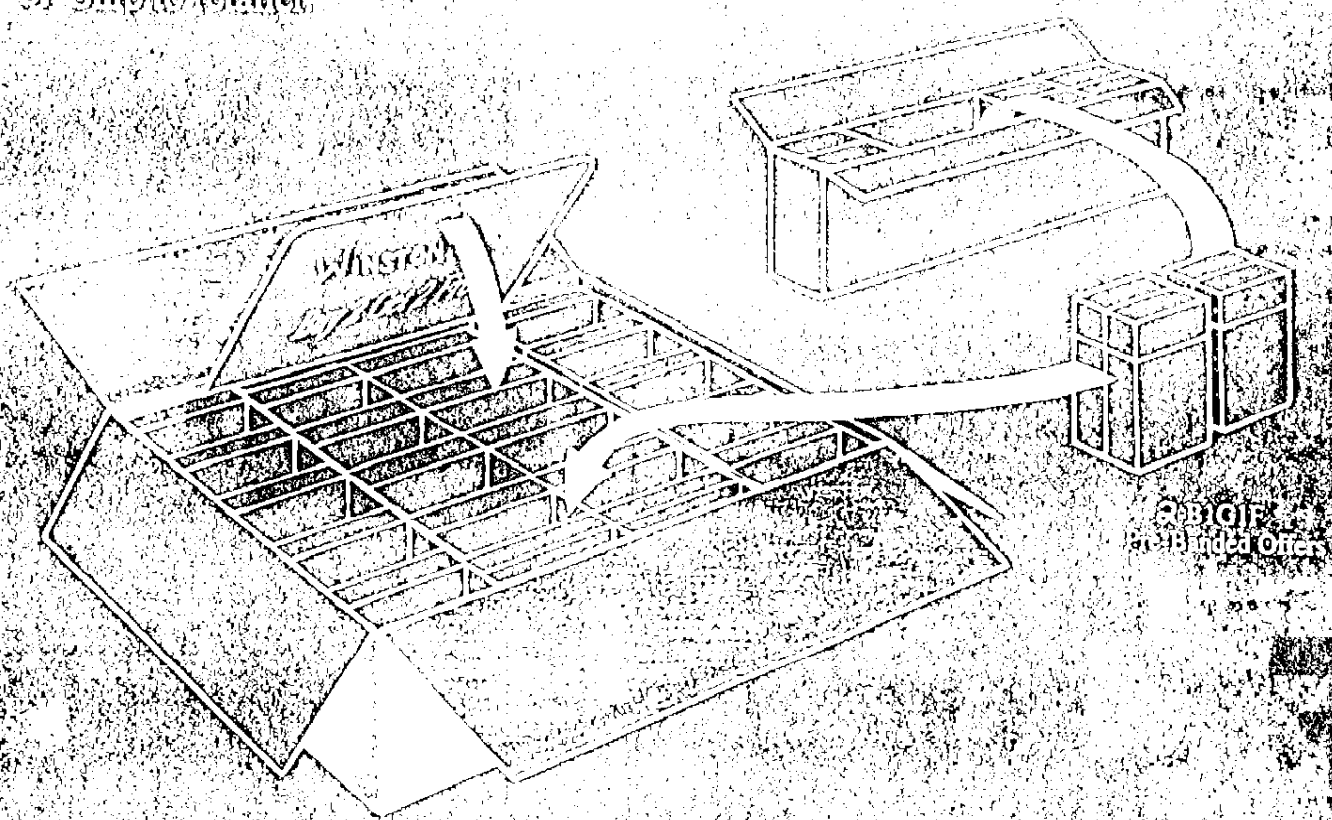
VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open Winston B2G2F shipping case
2. Place 2 B1G1F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves)
3. Fold display header card down
4. Close the case
5. Ship to retailer

Each white carton contains 5 free B1G1F offers.
Buy One Get One Free Offer.



Item # 526439
Description Winston B2G2F Sleeve / POS Kit

Brand Style	WINSTON Box	WINSTON LT Box				
Number of Cartons	4	21				

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WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>
 TEMPLATE : 700465 70800 WIN AUG B2G2F
 TEMPLATE SEQ : 0012
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	396895	HOLLY FARMS MARKET	233 - 235 ALLEN S	BUFFALO	NY	14202	1				(716) 882-2733
162601	162629	397310	HERTEL NEWS	1416 HERTEL AVE	BUFFALO	NY	14216	1				(716) 836-3614
162601	162629	574995	QUICK CHECK FOOD MR	2580 ELMWOOD AVE	BUFFALO	NY	14217	1				(716) 871-1663
162601	162625	576389	FAMILY CORNER STORE	380 CONNECTICUT S	BUFFALO	NY	14213	1				(716) 886-4976
162601		597977	ZIPPS FOOD & BEV.	896 NIAGARA ST	BUFFALO	NY	14213	1				(716) 886-9032
162601		598990	U.S. FOOD MART	235 ESSER ST.	BUFFALO	NY	14207	1				(716) 875-1234
162601	162629	658852	COLVIN-CONVENIENT	630 COLVIN AVE	BUFFALO	NY	14216	1				(716) 877-4440
162601	162626	691528	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY	14120	1				(716) 743-0915
162601	162626	398665	CFM #33-015	3030 SWEET HOME R	AMHERST	NY	14228	1		0990-0000		(716) 691-7655
162601	162629	460480	JOE'S SERVICE CENTE	1602 ELMWOOD AVE	BUFFALO	NY	14207	1				(716) 877-9821
162601	162625	496766	ALLEN TOWN FOOD SHOP	76 ELMWOOD AVE	BUFFALO	NY	14201	1				(716) 881-5748
162601	162626	744008	PARKSIDE MARKET INC	1150 SHERIDAN DR	TONAWANDA	NY	14150	1				(716) 447-9165
162601	162629	746533	AL'S CORNER STORE	2894 ELMWOOD AVE	KENMORE	NY	14217	1				(716) 873-7745
162601	162629	765275	KWK SHOP	185 ESSER AVE	BUFFALO	NY	14207	1	NYS			(716) 875-5363
162601	162622	765413	SADO GAS #7	4004 LAKE AVE	LOCKPORT	NY	14094	1	NYS	1260-0000	SAD0089	(716) 434-1184
162601	162625	809737	PRICE RITE MARKET	324-26 W. DELEVAN	BUFFALO	NY	14213	1	NYS		PRI0326	(716) 885-2887
162601	162626	497268	STOP N GAS #11	8811 NIAGARA FALL	NIAGARA FALLS	NY	14304	1	NYS	1260-0000	SAD0089	(716) 297-9338
162601	162626	738580	SHERIDAN CONV. MART	1066 SHERIDAN DR	TONAWANDA	NY	14150	1	NYS			(716) 874-9774
162601	162622	398087	7-11 #16725	437 DAVISON RD	LOCKPORT	NY	14094	1	NYS	0001-0402		(716) 433-1262
162601	162626	128682	MIKE REXFORD SERVIC	1940 NIAGARA FALL	TONAWANDA	NY	14150	1	NYS			(716) 692-7017
162601	162622	128934	KENYON #778/DYNAMAS	2905 MAIN ST	NEWFANE	NY	14108	1	NYS	1895-0000		(716) 778-7895
162601	162629	311007	LIER'S DELI	897 TONAWANDA ST	BUFFALO	NY	14207	1	NYS		LIE0897	(716) 873-6153
162601	162625	396875	BILLS DEL	32 ALLEN ST	BUFFALO	NY	14202	1	NYS			(716) 882-3755
162602	162629	467548	FOOD PLUS	414 E AMHERST ST	BUFFALO	NY	14215	3				(716) 834-1087
162602	162629	525296	ARTS MOBIL #08435	2633 GENESEE ST	BUFFALO	NY	14225	1				(716) 896-8860
162602	162629	634670	APLUS MINI MART(F)	4401 UNION ROAD	CHEEKTOWAGA	NY	14225	1		0362-0102		(716) 631-0009
162602	162625	660888	WE NEVER CLOSE	1054 ELMWOOD AVE	BUFFALO	NY	14222	1				(716) 886-5498
162602	162622	672361	EAGLE EXPRESS SHOPS	5380 GENESEE ST	BOWMANVILLE	NY	14026	1				(716) 684-0333
162602	162629	705604	IMPERIAL FOOD MKT	3039 BAYLEY AVE	BUFFALO	NY	14215	1				(716) 836-6223
162602	162629	705606	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY	14211	1				(716) 892-4669
162602	162625	705607	ELMWOOD NEWS	988 ELMWOOD AVE	BUFFALO	NY	14222	1				(716) 883-4255
162602	162629	397117	PIKE'S PEAK DELI	1318 FILLMORE AVE	BUFFALO	NY	14211	1				(716) 896-0317
162602	162622	398017	MISTER BILLS	8 VERNON ST	MIDDLEPORT	NY	14105	1	NYS			(716) 735-7066
162602	162622	812664	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY	14105	1	NYS		CHA0104	(716) 735-7511
162603	162625	067574	HILBERT MOBIL 08D9X	2793 SENECA ST	WRST SENECA	NY	14224	1				(716) 824-6137
162603	162623	620303	STOP N GAS #6	4878 LAKE SHORE R	HAMBURG	NY	14075	1		1260-0000		(716) 627-7319
162603	162625	641384	M&A FOOD MARKET	473 JEFFERSON AVE	BUFFALO	NY	14204	1				(716) 855-0077
162603	162625	641572	E. FERRY CLOVER FAR	436 E FERRY ST	BUFFALO	NY	14208	1				(716) 885-9238
162603	162625	655757	LOVEJOY FOOD & BEVE	1196 E LOVEJOY	BUFFALO	NY	14206	5			154180	(716) 896-3370
162603	162625	669476	ABBOTT CONVENIENCE	1849 ABBOTT RD	LACKAWANNA	NY	14218	1				(716) 825-8446
162603	162625	683061	STOP N GAS #14	3287 S PARK AVE	LACKAWANNA	NY	14218	2		1260-0000		(716) 826-8121
162603	162625	719755	SAMI EXPRESS	880 FILLMORE AVE	BUFFALO	NY	14212	1				(716) 842-8880

WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>
 TEMPLATE : 700465 70800 WIN AUG B2G2F
 TEMPLATE SEQ : 0012
 SALES LEVEL : 16XXXX

DATE: 97-06-1
 TIME: 02:33 P

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162625	396973	PARKSIDE DRUG	975 BROADWAY ST	BUFFALO	NY	14212	5				(716) 895-881
162603	162625	396994	B-KWIK MKT #66	1989 SENECA ST	BUFFALO	NY	14210	1		1435-0000		(716) 824-112
162603	162625	397015	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY	14206	1				(716) 828-116
162603	162625	397169	BROTHERS DELI	1338 ELECTRIC AVE	LACKAWANNA	NY	14218	1				(716) 822-165
162603	162625	397614	JOHN'S TOBACCO	403 MAIN ST	BUFFALO	NY	14203	1				(716) 855-024
162603	162625	522920	HAPPY CORNER STORE	505 S. PARK AVE.	BUFFALO	NY	14204	1				(716) 853-215
162603	162625	579726	STOP N GAS #9	2111 CLINTON ST.	WEST SENECA	NY	14224	1		1260-0000		(716) 824-043
162603	162625	462442	B & S MINI MART	1199 SENECA ST	BUFFALO	NY	14210	1				(716) 826-619
162603	162625	470390	DAILY NEWS & NUMBER	999 BROADWAY ST	BUFFALO	NY	14212	3				(716) 894-490
162603	162625	481046	BROADWAY MINI MART	350 BROADWAY ST	BUFFALO	NY	14204	1				(716) 855-382
162603	162623	488478	STADIUM MOBIL #8	3856 SOUTHWESTERN	ORCHARD PARK	NY	14127	1	NYS	1260-0000	STA3856	(716) 649-593
162603	162625	764711	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	14220	2	NYS	1260-0000	GAS0363	(716) 825-648
162603	162625	764734	STOP N GAS #1	166 FILLMORE AVE	BUFFALO	NY	14210	1	NYS	1260-0000	STOO166	(716) 856-568
162603	162623	765363	STOP N GAS #13	4100 SAINT FRANCI	HAMBURG	NY	14075	1	NYS	1260-0000	GAS4101	(716) 627-217
162603	162629	397924	CFM #33-017	3470 WALDEN AVE	DEPEW	NY	14043	1	NYS	0990-0000	3717	(716) 683-251
162603	162625	128582	BUZZ N BEE (PRIN-SEN)	2097 SENECA ST	BUFFALO	NY	14210	1	NYS		PRI2097	(716) 825-537
162603	162625	128642	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	14224	2	NYS	1260-0000	GAS4100	(716) 675-278
162603	162625	357756	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	14206	1	NYS	1260-0000	GAS0001	(716) 897-278
162606	162623	398620	MATT'S NEWS	93 E 3RD ST	DUNKIRK	NY	14048	1				(716) 366-490
162606	162623	357767	YORKSHIRE SERV #5	12252 OLD OLEAN R	YORKSHIRE	NY	14173	1	NYS	1260-0000	YOR1225	(716) 492-572

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